

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .NRCC/HECK

Product NRCC/HECK

Estimate# 3060

Buyer KEGAN BERAN

Phone#

Fax#

Agency () STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //3060

Flight Dates 10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

NRCC/HECK SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F,M-TU	6A-7A	NEWS	:30	\$700.00	10/24-10/30	5	1	5	\$3,500.00	
	2	TH	7A-9A	TODAY	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
	3	W-F,M-TU	5P-630P	NEWS	:30	\$1,200.00	10/24-10/30	5	1	5	\$6,000.00	
	4	W-F,M-TU	730P-8P	FACE TO FACE	:30	\$900.00	10/24-10/30	5	1	5	\$4,500.00	
	5	W-F,M-TU	11P-1135P	NEWS	:30	\$1,200.00	10/24-10/30	5	1	5	\$6,000.00	
	6	F	1135P-1237A	TONIGHT SHOW	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
	7	SA-SU	11P-1135P	NEWS	:30	\$1,100.00	10/27-10/28	2	1	2	\$2,200.00	
	8	SA	6A-7A	NEWS	:30	\$150.00	10/27-10/27	1	1	1	\$150.00	
	9	SA	7A-9A	TODAY	:30	\$625.00	10/27-10/27	1	1	1	\$625.00	
	10	SU	7A-8A	TODAY	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	

---REPORT TOTALS---

Report Totals: 27 / \$24,575.00

---SALES MONTHLY TOTALS---

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Oct 12: 19 / \$16,575.00

Nov 12: 8 / \$8,000.00

Sales Totals: 27 / \$24,575.00

Station Totals: 27 / \$24,575.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$94,519	CATV	0%	KBLR	0%	KINC	0%	KLAS	26%	KSNV	26%
		KTNV	25%	KTUD	1%	KVCW	3%	KVMY	2%	KVVU	17%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER

Books

NOV12

Demos

RA35+

--- CREDIT RISK ---

CASH IN ADVANCE